

BICI

downtown bikes



A DOWNTOWN ALBUQUERQUE PILOT BIKE SHARE PROGRAM.

A partnership between the
DowntownABQ MainStreet Initiative & the
Mid-Region Council of Governments (MRCOG),
made possible with a grant from PNM



WHY DOWNTOWN?

Downtown is the heart of the city. As the most walkable zip code according to Walk Score, **downtown is everyone's neighborhood**. There are numerous initiatives occurring in downtown geared towards its revitalization: Innovate ABQ, the Emerging 2030 District, the CNM STEMulus Center, and so many others. Bici bike share will further serve as a catalyst to build on these existing efforts to improve the quality of downtown.

- Where there is access to bike share, **property values increase**, as shown in Tempe, Arizona, and Hamilton, New York.
- Bike share supports **reductions in carbon emissions** goals for the Emerging 2030 District.
- Bike share promotes **alternatives to car use**. 44% of Denver's bike share riders replaced car trips with bike trips.*
- Bike share increases physical activity and has shown health benefits for riders. Nearly 32% of Capital Bikeshare riders in Washington, D.C., reported **decreased stress levels**.*
- Bicycling increases exposure to storefronts and sales for retail businesses.
- Bike share increases access to downtown's jobs, services, and amenities.
- Bike share encourages biking! **Local bike sales jumped 35%** one year after the Parisian bike share system was introduced.*
- Bike share enables people who would not normally bike the opportunity to use bikes for shorter trips.
- This pilot program will generate data needed to efficiently implement a **larger regional bike sharing system**.

* source: peopleforbikes.org

THANKS TO...

The DowntownABQ MainStreet Initiative and the Mid-Region Council of Governments (MRCOG), who are working collaboratively to plan and implement Albuquerque's pilot bike-share.

I NEED MORE INFORMATION.

SO WHERE DO I SIGN UP?

Once the system website is in place, we will formally open the process to membership. Please visit abqmainstreet.org/bici for details.

HOW MUCH WILL MEMBERSHIP COST?

Most systems around the country charge \$8 for a daily membership, \$20 for a weekly membership and \$75-95 for an annual membership. Typically, membership provides users with a certain amount of free ride time each day, usually about 30 minutes. As details become available, they will be posted on the website.

LET'S BE SOCIAL

web: abqmainstreet.org/bici

Facebook coming soon!



WE NEED YOU! BECOME A FOUNDING SPONSOR.

We need support and sponsorships to make this happen, and to supplement grant funding generously contributed by PNM. If you are interested in supporting this exciting new transportation project downtown, please contact:

Lola Bird, DowntownABQ MainStreet Initiative
lola@abqmainstreet.org
Valerie Hermanson,
Mid-Region Council of Governments
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BIKE SHARE 101

Bike share is a transit system that consists of a network of stations where bikes are publicly available for short-term rental through several different fare options. Bike share trips are typically short distances and a brief amount of time.

WHAT IS BIKE SHARE?

Bike share is a **revolution** in transportation, extending personal **mobility** through a network of publicly available bicycles that can be checked out at stations.

Bike share also complements existing public transit, providing the **first** and **last mile of connectivity** by filling in gaps where no other mode exists. Bike share is a **healthy, sustainable** and **affordable** form of public transportation. Bici uses Zagster bikes for its pilot program.

CRUISE IT

Wanna grab a beer in Nob Hill? Go to the grocery store? Zagster provides greater flexibility for users because the lock is integrated into the bike. So, you can lock your bike to any ordinary bike rack while you cruise town. All you have to do is return the bike to a bike share station when you're done!



HOW DOES BIKE SHARE WORK?

Riders can unlock, ride, and return any bike with just their own mobile phones – using the Zagster app or text message. It's all automated on the bike. You can also reserve online from home. It's that easy!

I WANT TO SUPPORT THIS.

	IDAHO STOP \$30K	CRUISER \$22.5K	AXLE \$15K	BANANA \$7.5K	SPOKE \$1.5K	FIXIE \$500
★Bike station naming, logo, & location rights	20 bikes	15 bikes	10 bikes	5 bikes	1 bike	
★Number of stations	4 station	3 stations	2 stations	1 station	2 parking spots	
★Basket branding on all bikes	★	★	★	★	★	
★Logo on bike share website	★	★	★	★	★	★
★Free memberships	20	15	10	5	1	

WHERE CAN I HOP ON?

Albuquerque's pilot bike share will center on the **heart** of our city...**downtown**! Albuquerque is already a great city for biking and boasts a number of existing assets to support bike share, from **incredible weather** year round, over **620 miles** of bikeways and trails, and **180 miles** of signed bike routes. And downtown features many of the places and activities necessary for bike share to be successful, including:

- Mass **transit connections** through the Alvarado Transportation Center
- Diverse and growing **employer base**
- **Cultural** resources
- Convention Center that attracts thousands of **out-of-town visitors** every month
- Public and private interest in **revitalization** efforts

WHEN CAN I START RIDING?

Bici Bike Share will launch **May 15, 2015!**

